

MAIL ORDER MENACE

Residents of a Community Should Patronize Local Merchants.

GET MORE FOR THEIR MONEY

Some Suggestions by a Drummer on Combating the Evil That Were Followed by an Eastern Merchant With Good Results.

"I hardly knew the old place at first," remarked the drummer who was in a small eastern town and had dropped in to see Brown, the merchant. "My, but you folks have slicked up the place since I was last here."

"Yes, we have organized an improvement society lately, and we've been busy, I can tell you," replied the merchant. "It takes the women folks to start the ball a-rolling in a thing of that kind, and it has opened our eyes to what can be done when all take an interest in the work. Business, however, isn't booming to any great extent."

"Mail order people cutting into your trade?" asked the drummer.

"That's about the size of it," sighed Brown.

"Well, it's a shame. You merchants pay taxes and contribute to the support of the community and are active in building up the town, but instead of appreciating this fact the residents send a great deal of their money to the big city stores."

"I wouldn't care so much if they sent anything to speak of by it or if they got any better goods, but they don't."

"Of course they don't," agreed the drummer. "I sell goods enough to know that. Somehow people in small towns think they can buy best through the mail order houses, and that is where they make a big mistake."

"You can't convince 'em of that," said the merchant.

"Well, it's as Barnum used to say—'The people love to be humbugged.' It stands to reason that the mail order houses cannot spend the millions they do on advertising and give as much for the money as you fellows at home can, and people in many localities are making up to that fact. Let me give you a few friendly suggestions while we are on this subject," continued the drummer. "You ought to make a close study of just what people around here want from time to time. Never let them ask twice for an article if you can possibly help it. This doesn't mean that you must carry a million dollar stock. Simply carry what you are pretty sure will be wanted—what the mail order houses are putting out to a certain extent. And let the community know what you have in stock. When they read the out of town catalogues and see something they want they conclude you haven't got it, and away goes the order that should have been sent right here at home. You probably had the same article in stock, and for less money too. If you don't advertise, you might as well close up shop."

"Yes, I advertise occasionally," said Brown.

"Occasionally won't do. It is persistent advertising that wins out for the merchant. You want to spend every dollar you can afford to in advertising in your local paper and keep right at it. The mail order houses lay out thousands of dollars on pamphlets, mail circulars and catalogues, and you may be sure they are past masters in the art of making them attractive. What's how they get the trade they do. You can do the same thing in your local paper and in other ways on a smaller scale. It doesn't cost a fortune to get out a catalogue. It's of no use to go on advertising the fact that your name is Brown and that you are doing business on a certain street. That doesn't interest the general public. Give 'em prices. Tell 'em what you've got to sell. Make a certain day of the week always bargain day and give people some reason to come to your store. You may lose money on the venture at first, but you keep at it and you'll get big results before long. Let the residents here know that they are not only hurting you, but hurting themselves, by sending their money out of it."

"I'll consider your suggestions," said the merchant thoughtfully. "Guess I'll advertise more and try the catalogue too."

"That's the game. Let people know how you feel about this matter. Put it in their fair and square and have the back to back you up. The mail order houses are draining the country of money that should be spent at home, and it is about time the residents of small towns realized it. Thousands of dollars are sent away every week for goods that could have been purchased cheaper in the local stores. The first duty of every good citizen is home protection. Funny they cannot reason it out that the more they spend in their own town the more money they are going to keep in circulation there and the more prosperous it will make the community. Manufacturers looking for a site on which to erect a plant are not going to locate in a town where half the stores have 'To Let' signs on them. Why, if everybody traded out of town just to save a few pennies, there wouldn't be much left of it in a short time. Well, goodby, Brown. I'll be around this way soon."

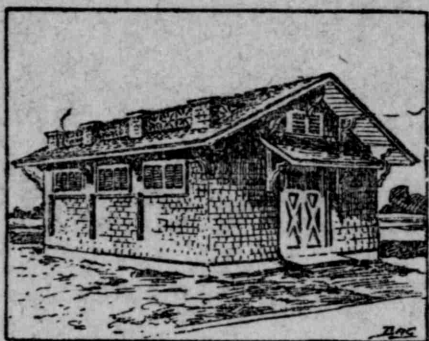
It was two months later when the drummer visited the store again. This time the place was so crowded with customers, however, that he had no chance to bring up the mail order matter, but the grateful look and hearty handshake the busy merchant gave him told the story. A. B. LEWIS.

Farm and Garden

HENS VERSUS INCUBATORS.

Result of Some Recent Experiments In Chicken Raising. By JAMES DRYDEN.

Artificial incubation in recent years has assumed large proportions. Large numbers of incubators and brooders are purchased in every community, entailing in the aggregate a large investment of capital. It is admitted that there are great losses in the artificial incubation of eggs and brooding of chicks, and many explanations are



INCUBATOR HOUSE.

given as to the cause. The complaint is that the chicks either fail to hatch or, hatching, they fail to live. Why the embryo should live through the incubation period and die before hatching is a problem that bothers the incubator operator more probably than any other. It is a keen disappointment to the incubator user to find after the eggs apparently have progressed satisfactorily up to the time of hatching that 25 per cent of them, more or less, have failed to hatch. This means a large loss to the poultryman, and if there were no other problem involved in incubation than that of the chicks dying in the shell it would warrant extended investigation.

The testimony is very conflicting as to the efficiency of incubators. Hatches as high as 90 to 95 per cent of "fertile" eggs are frequently made and as low as 25 per cent or less. Some claim that the fault is in the stock that laid the eggs. Others claim that the man who runs the incubator is usually to blame in failing to follow instructions, and this is very often the case.

An even more serious problem is to hatch the chicks well. Some claim that it is easy to hatch the chicks, but hard to raise them. Some reports are made to the effect that within four weeks after hatching every chick has died. At certain seasons of the year probably 50 per cent of the incubator chicks die. The cause of this great mortality is usually ascribed to faulty method of brooding or feeding. The fact that the chick may be hatched with impaired vitality has not been recognized fully. The evidence of vitality should not be merely that the chick survive the brooding period, but that it come to maturity with vitality equal to that of the parent stock and is capable of transmitting the same vigor and health to the second generation.

A series of carefully conducted investigations at the Oregon Agricultural college has brought out the following facts as to the comparative efficiency of hens and incubators:

From 879 eggs set, incubators hatched 533 chicks, or 60.6 per cent.

From 279 eggs hens hatched 211 chicks, or 78.8 per cent.

Eliminating eggs broken in nest, the hens hatched 88.2 per cent of egg set.

The incubators hatched 78.5 per cent of "fertile" eggs, and the hens hatched 96.5 per cent.

Eggs incubated artificially tested on 22.7 per cent as infertile, while those incubated by hens tested out 11.8 per cent.

The incubators showed 13.6 per cent of chicks "dead in the shell" and the hens 2.8 per cent.

Chicks hatched under hens weighed heavier than chicks hatched in incubators.

The mortality of hen hatched chicks



COOP FOR SITTING HENS.

brooded in brooders was 10.8 per cent in four weeks and of incubator hatched chicks 33.5 per cent.

The mortality in hen hatched chicks brooded under hens was 2.2 per cent and of incubator chicks 49.2 per cent.

In other tests the mortality was 46.7 per cent for incubator chicks brooded by hens and 58.4 brooded in brooders.

Hen hatched chicks made greater gain in weight than incubator chicks, whether brooded by hens or brooders.

Keep Sowing.

Sow something whenever the ground is cleared. Nature abhors bare grounds. Crimson clover is excellent for sowing among all garden crops at the last cultivation. This will live through the winter and may be turned under in spring, thus adding humus and nitrogen to the soil. Rye may be sown for a cover crop, used for spring feed or be turned under as green manure. Rape or turnips may be sown for fall growth and are beneficial to the soil.

METHODS OF COOKING MEATS

Water Destroys Flavor of Roast Lamb—For Stewed Chicken.

Never pour water into the pan in which you roast lamb. Rub the meat with salt and pepper and scatter flour lightly over the top. Then cover with the "leaf" of fat which comes with the roast. Cover with a second pan of same size and baste with the juices of the meat. Water destroys the flavor.

When ordering Hamburger steak, select the meat. Do not permit the butcher to put in tailings and discolored scraps. Fresh rump or round is best. Have it first ground, then laid on the meat block and the onion chopped into it with a cleaver.

To get best results in stewing chicken according to the good old-fashioned methods, disjoint the fowl, wipe each piece clean and drop into water just coming to a boil. Cover tightly and set back on the stove to simmer very gently. When about half done add salt. When the meat is just ready to drop from the bone you will find your stock greatly reduced. Add an equal quantity of milk, thicken with flour and then add pepper and parsley chopped fine. Serve on crisp toast.

If you intend to serve cold ham whole parboil and then bake it. Scrub the ham thoroughly and soak overnight in cold water. Next morning wipe off clean, lay in cold water in a granite iron pot and bring just to a boil. Pour off this water, add more cold and bring to a boil the second time; add a handful of bay leaves and some whole cloves. Simmer for two hours, remove from the pot, peel off the skin, lay in a dripping pan in which you have poured a cup of water and one of sherry. Cover with bread crumbs and pepper, bake until golden brown.

PRACTICAL HINTS for the HOUSEWIFE

A little flour sprinkled in the pan when eggs are frying will prevent the spluttering hot fat that is so disagreeable.

Mud stains may be removed from tan leather shoes by rubbing them with slices of raw potato. When dry polish in usual way.

Finger marks on paint can be easily removed by rubbing with a clean white cloth dipped in kerosene. The wood should afterward be wiped with a dry cloth.

If muslin curtains are needed in a hurry for a kitchen or bathroom they can be washed, slightly starched, shaken hard, pulled into shape and hung up without ironing.

Sheets, pillowcases, towels, tablecloths—all folded linens—should be laid upon the shelves with the open and hemmed ends toward the wall, the round folds outward. The effect is neater to the eye, and articles are more easily taken out.

Small punctures in hot-water bags or rubber gloves may be replaced by applying a small patch of tailor's mending tissue; moisten with common chloroform, lay on a second patch and moisten again, until four or five patches have been applied. The chloroform dissolves the tissue and when it evaporates leaves a firm patch.

Fish Roe Custard.

Parboil half a pound of fish roe for ten minutes, drain and drop into ice water for a few moments; drain again, dry lightly in a cloth, arrange in a baking dish, dot with small lumps of butter, sprinkle with salt and pepper, and cover with a cupful of boiling water to which a teaspoonful of beef extract has been added; cook for 20 minutes in a moderate oven. Remove the roe to a hot platter and break with a fork. Add a cupful of cream to the stock left in the baking dish, stir in three beaten egg yolks, and cook until slightly thickened, pour over the roe and serve with cereal crisp.

A Cure for Stained Walls.

We have a large chimney which stained the wall paper in spite of successive coats of size, paint, varnish and shellac. A paper-hanger remedied the matter by pasting sheets of tinfoil over the spot, taking good care to smooth out all wrinkles. When this was thoroughly dried the chimney was thoroughly repapered. We have not been bothered with any stains since. The foil is so very thin it may be used under any paper without danger of showing through. Of course, the wall was first cleaned of the old paper.—Good Housekeeping.

Mixed Pickles.

One-half bushel of green tomatoes, two heads of cabbage or cauliflower, a few cucumbers chopped fine, two dozen small onions cooked, white mustard seed, two ounces of celery seed, one-half ounce of tumeric, two bunches of celery chopped, two and one-half pounds of sugar, ten-cent can of prepared mustard. Sprinkle salt on cabbage, pickles and tomatoes and let stand over night. Drain well, then scald in vinegar until tender, drain, put all together and can.

To Keep Meat Warm.

Place the dish containing the meat on a pan of boiling water, cover over with a metal dish cover, and over that place a cloth. The latter will prevent the gravy from drying up and keep the meat moist and juicy.—Home Notes.

Don't Brown the Roast.

When the meat is being roasted, and there is danger of its becoming too brown, place a basin of water in the oven. The steam will prevent scorching, and the meat will cook better.

Young Folks

CORN AND BEANS.

A Game In Which Alertness Wins the Prize.

The game of corn and beans may be played by any number of persons, one of whom, called the professor, reads questions from a card, while the others hold cards bearing answers. The professor's card holds any number of questions, usually about forty, on historical or any other subjects chosen, and there are the same number of other cards, each one containing the answer to one question. These should all be prepared in advance.

After a professor has been chosen the answer cards are distributed equally among the players. A quantity of corn and beans for use as counters is also equally distributed. The professor begins by reading any question he chooses. (Questions and answers should be correspondingly numbered.) The holder of the answer should cry "Corn!" and all the others must cry "Beans!" If the holder calls first he reads the answer and hands the card to the professor.

If one or more cry "Beans!" first he must give each one so calling a corn or bean and hold the answer card till the question is asked again.

If any one cries "Corn!" or "Beans!" wrongly he must give a corn or bean to each one of the others.

If the professor asks a question which has already been answered the first one to discover the mistake cries "Corn and beans!" and changes places with the professor, who becomes an ordinary pupil.

The game lasts until the professor has all the answer cards. Should any one pay out all his corn and beans he must borrow of a neighbor. The first one to dispose of his answer cards is called the "model scholar." The first one out of corn and beans is the "bankrupt," and the player having the most corn and beans at the close of the game is the "millionaire."

Shouting Proverbs.

A game of proverbs in which at a signal from the guesser all the players call out the words that have been assigned them at the same moment. This may be repeated any number of times agreed upon beforehand. If the guesser tries to listen to all the words at once he will find it very hard to understand any of them, but if he stands near one player at a time and listens only to him the proverb is easy to catch. For this reason the guesser may be required to stand at an equal distance from all the players. They may sit in a circle while he stands in the middle.

Convective Currents.

Doubtless there are many boys and girls who do not know what a convective current of air is, says Chicago News. It is a current that has been heated and in rising carries the heat with it. Colder air at once takes the place of the heated air, and that in its turn, is heated and rises. It is by convective currents that the earth's atmosphere is heated. The sun imparts little or none of its heat to the air. It is the earth's surface that it heats. The surface throws off that heat in convective currents, and the air receives and retains it.

A Picture Play.



FIRST APPEARANCE.



SECOND APPEARANCE.

The Household Fairy.

Have you heard of the household fairy sweet? Who keeps home so bright and neat. Who enters the rooms of boys and girls And finds lost marbles or smooths out curls. Who mends the rent in a girl's frock Or darns the hole in a tomboy's sock? If you don't believe it is true, I say, You may search and find her this very day.

In your home. You must not look for a maiden fair With starry eyes and golden hair. Her hair may be threaded with silver gray, But one glance of her eyes drives care away. And the touch of her hand is so soft and light. When it smooths out a place for your head at night. If you know of some one just like this, My household fairy you cannot miss—It's mother!

—St. Nicholas.

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Progress and Poverty. So long as all the increased wealth which modern progress brings goes but to build up great fortunes, to increase luxury and make sharper the contrast between the House of Have and the House of Want, progress is not real and cannot be permanent.—Henry George.

To Transfer Newspaper "Cuts." A combination of a lump of soap of the size of a hickory nut, a pint of boiling water and four tablespoonfuls of turpentine is the familiar solution used to transfer newspaper cuts to another piece of paper or to cloth.

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—THE—Winchester Bank

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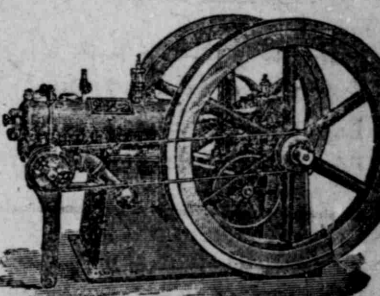
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